

CANADIAN MOVING PICTURE DIGEST

Vol. 22, No. 5

TORONTO 2, CANADA

May 31st, 1930



**RUSHING THE
SEASON** *doesn't
make better pictures—*

M-G-M is happily taking care of its
CONTENTED customers right now with
"DIVORCEE," Shearer's record-crasher
"CAUGHT SHORT," Dressler-Moran wow
AND a flock more coming

*Our Annual Announcement will appear
in M.P. News, June 14th
in Exhibitor's Herald, June 7th.*

AND when M-G-M is ready to **TALK**
IT'S worth listening to.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



NO WONDER THEY CHEERED!

The artist's conception of the scene he witnessed recently at the Drake Hotel during the M-G-M Sales Convention. The announcement had just been made of the Metro-Goldwyn-Mayer line-up for next season that the boys are to present to exhibitors! *No wonder they cheered!*

Canadian Moving Picture DIGEST

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RAY LEWIS

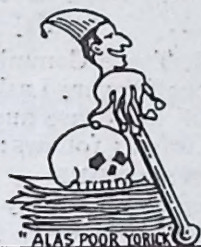
Editor and Managing Director

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"Journey's End" Supreme



"JOURNEY'S END" will have a premiere Canadian showing at the Tivoli, Toronto.

It is a Gaumont-Tiffany production, written by R. C. Sheriff; and is considered one of the greatest contributions to the literature of the War, in drama form; and as a Motion Picture it is a supreme achievement.

The power of "Journey's End" lies in its simplicity; and that is why, having witnessed this play, now in motion picture form, you cannot forget it.

Its message takes hold of heart and brain; and its characters revitalize themselves, until you see them tramping past you, the dead arisen to life; and the living adding their clarion call for "Peace," through their War service, such as no other peace propaganda could proclaim it.

"Journey's End" proves that the British can make pictures, regardless of the fact that this picture was produced in Hollywood.

The players, the story, the direction, is British. James Whale, who directed the New York and London dramatic productions upheld his traditions in the screen version. We cannot see how it could have been improved upon.

Colin Clive made a hurried trip from London to Hollywood to appear as Captain Stanhope, the role he originated in the London stage production.

The drama is enacted "somewhere in France," in an officers' "Better 'Ole," or dugout, on the Allies front line, during the War!

There are several scenes which take you through trenches, and over battlefields, but it is this dugout which tells the story of the War, as no battle, or battles could tell it. For the story of the War is in the reaction of its officers, and the men who see War in action.

It is with this human psychology that "Journey's End" is concerned, for when we behold humans, under emotional stress, under the greatest motivating impulse in life, namely the preservation of life, it gives you a revelation that cuts clean as a surgeon's knife! "Journey's End" is the surgeon's knife applied to War!

We must not forget that the "silver lining" is ever behind this War Cloud of Tragedy, and that it is perhaps this "sense of humour," one which even had the ability to wink at Death, which enabled men to live through the War.

In "Journey's End" this comedy element is not overlooked, in fact it is introduced just at those tragic moments, when the tenseness of the situations, in which the officers are involved, appears as if it would "snap their reason;" and when the audience, carried away by their emotional interest feels that it cannot stand any more.

"Journey's End" is a great picture, an outstanding contribution to the screen; and were I at the head of the educational system in Canada, I would endeavor to arrange to have "Young Canada" see this supreme British contribution to the screen, even if it necessitated a special holiday for the occasion.



RAV



RAY LEWIS

PRESENTS

SAM KATZ of Publix fame, came to Canada, he came, he saw, but he did not conquer, because he knows that if the Publix persists, against the wishes of the Canadian people, who pay at the box-office, to make the Famous Players Canadian Corp., a foreign film screen monopoly, that the Government of Canada will have something to say about this control of a national asset.

The desired number of shares, namely 250,000, as called by the directors of Famous, were not turned in by Canadian shareholders, but nevertheless the deal is to go through, for certain interests have been buying Famous Players Canadian shares, on the open market for Paramount, covering a period of several months.

THE PROTECTIVE Association of Minority Shareholders who turned in their proxies to a committee, organized for their protection, controlled over 100,000 shares. There are 380,000 shares issued and of these shares large blocks are held by private interests, which did not turn their shares in!

There were about fifty shareholders at the last general meeting of the Protective Association, who held a great many shares not included in the proxies.

THE PROPOSED absorption of Famous Players Canadian Corp. by Paramount Publix is the result of a voracious appetite by the latter company to consume the Motion Picture Industry of the world. There is such a thing as biting off more than one can chew; and Paramount will find this is the case in seeking to get control of the Canadian Screens.

No one company is going to monopolize the film revenue of Canada. Seventy-five percent of the picture revenue comes from the Famous Players Canadian Theatres; and these theatres should remain under Canadian control in order to give all product a competitive chance.

The proposed control of Canada's Screens by Paramount was made a subject for discussion in the House of Commons, during the sessions.

NO OTHER than the Opposition Leader, the Hon. R. B. Bennett, proposed to the Government that some action should be taken, stressing the present National angle.

The Premier of Canada, the Right Hon. Mackenzie King, read a letter from the Secretary of State, dealing with the Government's position in relationship to the matter.

The Minister of Labour reported that Famous Players Canadian was now under investigation by the Government under the Combines Act, and the Opposition Leader stated

that the Paramount was under Government observation in the U.S.

THE FEDERAL Trade Commission of the U.S. ordered Famous Players-Lasky Corp., (Paramount) in 1927 to "Cease and Desist."

The order was as follows:

FEDERAL COMMISSION'S ORDER

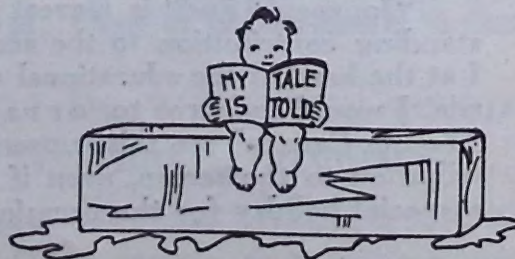
"This proceeding having been heard by the Federal Trade Commission upon the amended complaint of the commission, the amended answers of respondents, the testimony and documentary evidence offered and received and the arguments of counsel for the respective parties herein, and the commission having made its findings as to the facts and its conclusion that the respondents have violated the provisions of an Act of Congress approved Sept. 26, 1914, entitled 'An Act To Create a Federal Trade Commission, to define its powers and duties, and for other purposes,' therefore,

"It is now ordered, that respondents, Adolph Zukor, Jesse L. Lasky and Famous Players-Lasky Corp. (Paramount) and each and all of said respondents, their officers, directors, agents, representatives and employees, cease and desist:

"1. From continuing in force, recognizing, complying with carrying into effect or enforce the conspiracy heretofore made or entered into by and among the respondents or any of them, or by and among the respondents or any of them and any other person or persons, for the purpose of lessening and restraining competition, and restraining trade or commerce among the several states, or with foreign nations, in the business of producing, distributing and exhibiting motion picture films for profit or the business of producing and distributing such films, and from making or entering into any like conspiracy among themselves or any of them and any other person or persons, for any of the purposes above set forth and enumerated in this paragraph of this order.

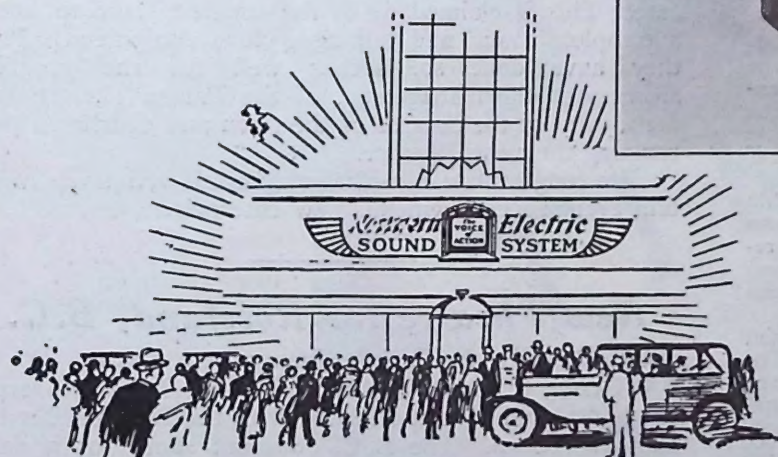
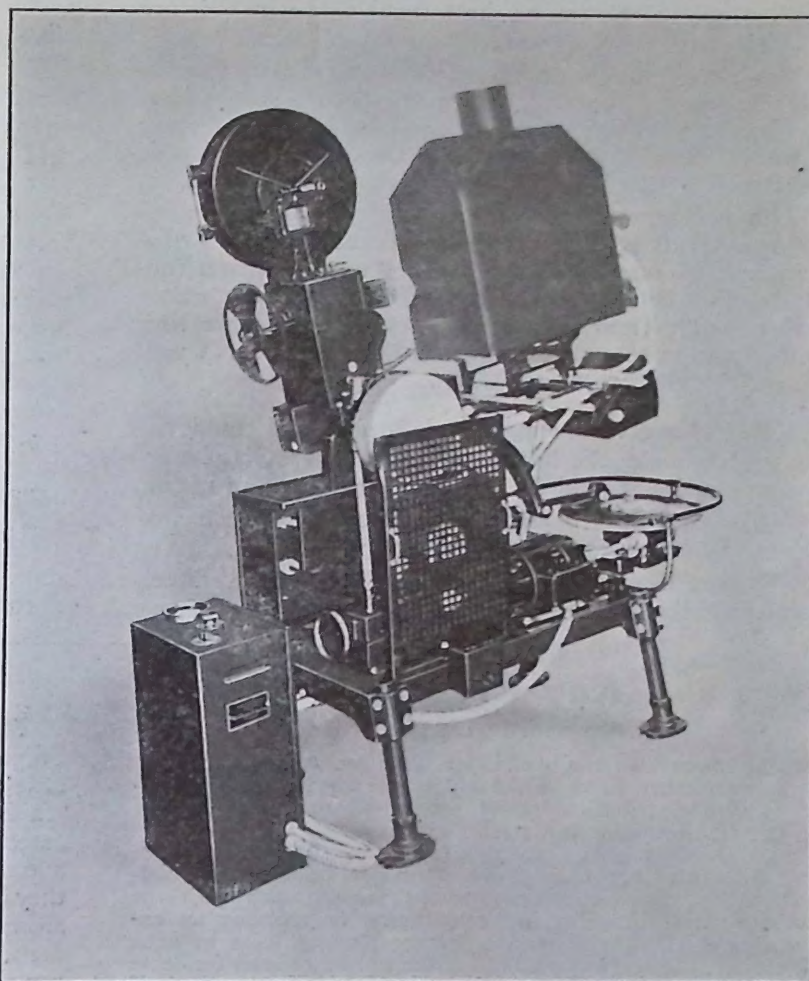
"2. From leasing or offering to lease for exhibition in a theatre or theatres motion picture films in a block or group of two or more films at a designated lump sum price for the entire block or group only and requiring the exhibitor to lease all such films or be permitted to lease none; and from leasing or offering to lease for exhibition such motion picture films in a block or group of two or more at a designated lump sum price for the entire block or group and at separate and several prices for separate and several films, or for a number or numbers thereof less than the total number, which total or lump sum price and separate and several prices shall bear to each other such relation as to operate as an unreasonable restraint upon the freedom of an exhibitor to select and lease for use and exhibition only such film or films of such block or group as he may desire and prefer to procure for exhibition; or shall bear such relation to each other as to tend to require an exhibitor to lease such entire block or group or forego to each other that the effect of such proposed contract for the lease of such films may be substantially to lessen competition or tend to create a monopoly in any part of the certain line of commerce among the several states, or with foreign nations, involve in said proposed sale, to-

(Continued on Page 6)





QUALITY REPRODUCTION



BOOSTS BOX OFFICE RECEIPTS

THE Northern Electric Sound System reproduces with fidelity the spoken word and the complete musical scale. This has been made possible by some fifty years of research in sound transmission problems.

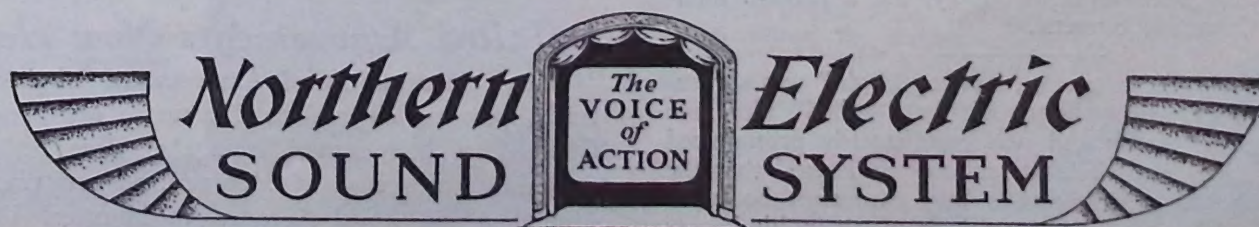
The Northern Electric Sound System is manufactured, installed and serviced by a staff of experts who co-operate one

hundred per cent with theatre managers, day or night.

Box office receipts of theatres equipped with Northern Electric equipment are steadily growing week after week.

RESEARCH PRODUCTS SALES
DEPARTMENT

637 Craig St. West - Montreal



WESTERN ELECTRIC IN U. S. A.

Making Canada "Healthy, Wealthy and Wise" Is Ray Lewis' Political Platform

RAY LEWIS, Editor of the Canadian Moving Picture Digest, is about to enter the political arena.

Miss Lewis is a member of the Liberal-Conservative Organization in Ward 2, in which district she resides, but since the office of the Canadian Moving Picture Digest is Ward 5, that is West Centre Toronto, it is in this riding that Miss Lewis is seeking nomination.

Although new to the political field, Miss Lewis states, "After seventeen years experience in the politics of Motion Pictures, one should be ready for any political contingency. I believe more women in Parliament would mean a better Government, for women have more time and inclination to consider those issues which are of vital necessity to the life of a Nation.

"**WOMEN** are versed in those influences and conditions which make the home-life a success; and these revolve primarily around the economic stability of a nation.

"This covers the field of employment, of industry, of trade and commerce, of recreation.

"The ramifications which vein these efforts are directed towards the solving of unemployment, the promotion

of business enterprise, the building up of one of Canada's greatest assets, her agricultural acreage, mothers' pensions, old age pensions, employment insurance, educational and scientific progress, and recreational factors.

"**MAKING** Canada 'Healthy, Wealthy, and Wise' should be the business and inspiration of the Government; and this slogan is not a new one to Women, for it is every woman's ambition for her husband and for her children.

"Give a woman a wider field of operation, and she will work for the fulfillment of this ideal for every Man's home, for the nation! And not least among the educational and recreational factors of the industry of a nation is its Motion Picture Assets. These should receive the greatest Government co-operation, for the Screen is a power in moulding Canadian ideas and idealism, in stimulating Canadian trade, not only within Canada, interprovincially, but in relationship to British Empire Trade, and trade in foreign markets."

Miss Lewis will be a candidate in the coming election, and is at present seeking nomination in West Centre, Toronto.

Ray Presents

(Continued from Page 4)

wit: the business of the production, distribution and exhibition of motion picture films to the public, or the business of production and distribution, or of production or distribution of moving picture films for public exhibition.

"3. From building, buying, leasing or otherwise acquiring, or threatening so to do, any theatre building or buildings or theatre or theatres, for the purpose and with the intent or with the effect of intimidating or coercing an exhibitor or exhibitors of motion picture films to lease or book and exhibit motion picture films produced or offered for lease or leased by respondent Famous Players-Lasky Corp. (Paramount).

"It is further ordered, That the said respondents, within 60 days from and after the date of the service upon them of this order, shall file with the commission a report or reports in writing setting forth in detail the manner and form in which they are complying and have complied with the order to cease and desist hereinabove set forth.

"It is further ordered, That the charges in the complaint herein as against the respondents, Realart Pictures Corp., The Stanley Company of America, Stanley Booking Corp., Black New England Theatres, Southern Enterprises, Saenger Amusement Co., Jules E. Mastbaum (deceased), Alfred S. Black, Stephen A. Lynch and Ernest V. Richards, Jr., be, and the same are, hereby dismissed.

"It is further ordered, That so much of the charges in the complaint herein as against the respondents, Adolph Zukor, Jesse L. Lasky and Famous Players-Lasky Corporation as are not embraced in the findings of fact heretofore made by the Commission in this cause, or in the above and foregoing order to cease and desist, be, and the same are, hereby dismissed.

"By the commission; Commissioner Nugent concurring as to paragraphs 1, 2, 3 and 4 hereof and dissenting as to paragraphs 5 and 6 hereof."

If Paramount Publix can afford to be indifferent to the "Cease and Desist" order in the United States, it cannot be indifferent to such an order in Canada, wherein it not only becomes a monopoly, but a foreign monopoly of Canadian Screens.

Pathe's big circus special, "Swing High," was screened before a critical audience of "hard-boiled" film men in Toronto last week and was unanimously pronounced an outstanding box office attraction. It is said that the posters, photos, throw-aways and campaign book on "Swing High" are the best things of their kind ever printed for a feature picture.

Palace, Sceptre Wired

Mr. Geo. Ridler, Manager of the Palace Theatre in Sceptre, Sask., has brought into prominence that thriving little town of 203 souls by signing a contract for a Northern Electric Sound System, to be installed at a very early date. This is claimed to be the smallest town to boost a complete sound and talking picture equipment. That they have done so, speaks well for the progressiveness of the management of the Palace Theatre and for loyalty of the citizens of the town and district in patronizing their own theatre.

We congratulate Mr. Ridler upon his action and wish him every success with his new enterprise.

New Theatre for Rossland, B.C.

ROSSLAND, B. C., is to have a new theatre. A. H. Green, of Green Brothers, Nelson, B.C., will erect the house, and have it affiliated with the Famous Players Canadian Corp. The B. C. does not stand for a date, but a State!

Lucky Number Week

During the presentation of "Young Eagles" at the Capitol Theatre, Montreal, five patrons each day were accorded the privilege of a free aeroplane ride, numbered ticket stubs being used for the drawing on the stage each evening of the week.

United Amusements New Home

Head office of United Amusements, Limited, Montreal, operating 20 modern theatres in the Province of Quebec, has been moved from the Albee Building, in the downtown section of Montreal, to new premises at Monkland and Royal Avenues, in Montreal West, adjacent to the new film exchange building.

OO, LAUD TIFFANY'S JOURNEYS END

Life

Movies by Harry Evans

Journey's End

THE film version of "Journey's End" is a meticulously faithful reproduction of the successful stage play, for which Heaven and Director James Whale (who directed the stage production) be praised. Frankly, this reviewer expected that some stupid motion picture official would step in and insist that the war angle of the story be given the attention that could not be afforded on the stage. Such a thing would have been disastrous. The story is primarily a study of the reactions of a galling group of Englishmen stationed in a front line dug-out, and the valiant efforts of these men to behave like human beings under the trying conditions of war, create an atmosphere of stark drama that is

The splendid cast includes Colin Clive, who created the leading rôle of Captain Stanhope in the original English stage version. Ian Maclaren is unforgettable as Lieutenant Osborne; David Manners is a lovable lover and Anthony Bushell (the young lover in Disraeli) plays the weak-kneed, emotional Hibbert with moving earnestness. Billy Bevan, an old friend from the Mack Sennett lot, gives a surprisingly fine performance as the Cockney, Trotter, and Charles Gerrard, whom we have formerly known as a villainous smoothie in the drawing-room type of silent pictures, displays a fine flair for comedy in his characterization of Mason, the amusingly resourceful cook.

Whether you saw the play or not, you will enjoy "Journey's End." It is

CIRCULATION
OVER
88,000

The Movies By CREIGHTON PEET

"Journey's End"

SO FAITHFUL and effective a reproduction of the British war play is Tiffany's talking picture that it leaves nothing to be desired either as to direction, acting or dramatic effect. If you live beyond the reach of legitimate road shows you can take yourself to see the film of the play which is still enjoying considerable success in both London and New York without substitute performance. It is a second rate about the "Journey's End."

THE NEW YORKER

CIRCULATION
OVER
100,000

THE NEW YORKER

THE screen version follows the book of the play closely. The only added scenes are highly justified by the scope of the movies as a special medium, and justified too by their own intrinsic success. These are scenes of the trenches outside the dugout, interpolated views of the front, of lines of sandbags and hideous mud-drenched passages, as effective and realistic as any shown anywhere on the screen. No English rose gardens are presented, though skeptics had expected them. The girl and the somewhat perfunctory romance of the play are no more stressed than they are on the stage.

ALL-STAR Cast for Tiffany's "Journey's End" headed by Colin Clive, originator of the stage of Captain Stanhope. Brought here from the of Wales Theatre, London, to play Stanhope in the film version.

Directed by James Whale, director of the original on, New York and Chicago stage productions, world famed play by R. C. Sherriff.

Newspapers everywhere are asking what theatre in particular cities will show the film version. Thousands of people are not WAITING—they are MORING to see "Journey's End."

A Tiffany-Gainsborough Production

TIME

The Weekly Newsmagazine

CIRCULATION
OVER
300,000

TIME

----Journey's End

as a talking picture is a sensitive, faithful and brilliant photograph of a great War play. The story is a pattern loosely and skillfully woven around the lives and characters of certain British officers in a front line sector—their amusements, memories, meals, relations to each other—all unified by the abstract presence of a power bent on destroying them, and which does in the end destroy them. These soldiers are heroic, but with a kind of heroism never before depicted on the screen—a makeshift heroism, concocted in despair as the best way to behave in circumstances which are absurd, insane, horrible. Captain Stanhope is played by Colin Clive, who has the part in the stage *Journey's End* in London; the rest of the excellent cast was recruited in Hollywood. Last shot: the scene darker, the shelling outside harder, the only sign of life in the dugout a guttering candle, which slowly goes out.

USED A PICTURE AS THEY HAVE "JOURNEY'S END"

NEWSPAPERS WITH OVER 93,000,000 READERS ACCLAIM "JOURNEY'S END" AS WORLDS MIGHTIEST

NEW YORK

A masterful production.—*Daily News*, which gives it a **** rating.
One of the most impressive film dramas of this or any other year.—*American*.

One of the most impressive war pictures ever filmed.—*Telegram*.

An absorbing piece of work.—*Times*.

A vital contribution to this year's film lineup.—*Graphic*.

A motion picture of the first order and must have success.—*World*.

It bears the stamp of all-around perfection.—*Evening Post*.

A tremendous picture; unforgettable. "Journey's End" is an example of what the talking screen can really mean.—*Evening Journal*.

The climaxes of "Journey's End" are marvellous, each one topping the other . . . one of the best efforts of the talking films.—*Evening Sun*.

"Great" is a word which we seldom employ. . . . But we invoke it here eagerly. And even at that we feel that we haven't done the picture justice.—*Evening World*.

It is a gallant and understanding achievement.—*Morning Telegraph*.

One picture you should surely see.—*Brooklyn Standard Union*.

Most impressive of all war plays.—*Brooklyn Times*.

Best of the season's war plays.—*Brooklyn Eagle*.

Thoroughly noteworthy.—*Robert E. Sherwood*.

The Supreme Drama of the Motion Picture Industry.—*Exhibitors Daily Review*.

I have never seen more pointed proof of the greatness of motion pictures than the film made by Tiffany of "Journey's End." . . . A great achievement.—*Exhibitors Herald World*.

A noteworthy accomplishment, a credit to the producers, the director, the cast and the industry.—*Motion Picture News*.

Inspiring and notable.—*Film Daily*.

A powerful picture.—*Harrison's Reports*.

"Journey's End" in smash class.—*Variety*.

Tiffany, the picture's producers, has done a grand job.—*Burns Mantle*, ace of dramatic critics, in syndicated article used by almost 100 newspapers.

Powerful.—*Billboard*.

BOSTON

Best of all war pictures.—*American*.

A splendid picture in every way.—*Herald*.

Perfect in its artistry, in its characterization and in its audience appeal.—*Globe*.

Audience was held taut.—*Transcript*.

The finest war picture ever filmed.—*Post*.

Tiffany has a superlatively fine production in this film.—*Traveler*.

LOS ANGELES

Altogether exceptional as a picture drama.—*Express*.

"Journey's End" is a picture to see.—*Record*.

Gorgeously done.—*News*.

Should draw a wide attention, even among those who know the stage play.—*Times*.

We pause for adjectives sufficiently strong to express our appreciation.—*Louella Parsons, Examiner*. This criticism used in Hearst newspapers all over the U. S.

DETROIT

An amazingly simple story. . . . One of the most impressive narratives to reach the screen.—*News*.

A fine production.—*Times*.

"Journey's End" is the finest play I have yet seen come to the talking screen.—*Detroit Daily*.

Marks a distinct advance in the film art.—*Free Press*.

An absorbing piece of work.—*Border Cities Star*.

CHICAGO

Don't, I beg of you, miss this picture, for there never was such another war cinema as "Journey's End."—*Mae Tinee, in Chicago Tribune*, who gave picture FOUR STARS, highest rating.

It is a great picture and one which exercises absolute hypnosis both upon the mind and the emotions.—*Bob Reel in The Evening American*.

"Journey's End" is the best movie I ever saw.—*Chicago Journal of Commerce*.

A faultlessly made picture version of a great play.—*Herald & Examiner*.

Terribly real and grimly beautiful is "Journey's End."—*Daily News*.

The universal appeal of this unusual play is that it is a study in courage—the courage which is as necessary in facing the business of life as in facing war.—*Evening Post*.

I saw it two days ago in a plain projection room; yet my face is wet with tears even while I write my piece for the paper. Everybody ought to see this.—*Doris Arden in Daily Times*, who gives it Four Diamonds, highest rating.

CINCINNATI

Tiffany has done a good job of the screen version.—*Enquirer*.

One of the best adaptations of a stage play shown here thus far.—*Times-Star*.

Far and away the greatest of all war films to date and one of the finest talking pictures ever shown here.—*Commercial Tribune*.

Talkies never have made anything like "Journey's End." It is far too stirring to miss.—*Post*.

LONDON

The most moving thing I have ever seen or heard.—*Daily Mail*.

DAILY EXPRESS—The film left me with the feeling that the whole nation should be paraded and marched off to the cinemas to see it.

DAILY CHRONICLE—To the inevitable question "How does the talkie compare with the stage play?" I must unhesitatingly answer that in my opinion the film is far and away the more effective presentation.

DAILY MIRROR—The finest thing the cinema has given us since the introduction of talking pictures.

DAILY NEWS—"Journey's End" is a triumph for all concerned in its making.

DAILY SKETCH—Had this film preceded the play it would have startled the world into realization about the truth of the great war.

MORNING POST—Actually better than the play.

DAILY HERALD—A brilliantly successful piece of work which should pack the Tivoli for many weeks.

FILM DAILY—Absolutely perfect.

Statistics prepared by Tiffany Productions show that 95 per cent of the newspapers in the United States have commented favorably on the film version of "Journey's End." These papers represent a circulation of more than 93,000,000.

A TREMENDOUS PLAY, WITH TREMENDOUS AUDIENCES WAITING FOR IT.

TIFFANY PRODUCTIONS INC

RCA To Campaign Canada For Equipment Business

The Canading Moving Picture Digest, having been first acquainted with the information, is pleased to announce that RCA Photophone, Inc., manufacturers and distributors of sound reproducing equipment, is about to introduce its new type Small Theatre equipment to exhibitors throughout the Dominion. This equipment, designed for theatres having a seating capacity up to 1,000, has become popular with exhibitors in the States where it was first introduced on February 15 of the present year. Electrics Limited, No. 366 Mayor Street, Montreal, has been appointed authorized representative for Eastern Canada where an intensive campaign to bring the new equipment to the attention of all exhibitors will be immediately begun. Similar activities will shortly be started in all Western provinces.

RCA Photophone, Inc., is a subsidiary of the Radio Corporation of America and is affiliated with the General Electric Company, Westinghouse Electric and Manufacturing Company, RCA Victor Company and the RCA Radiotron Company and the new type small theatre sound reproducing equipment which was first introduced in the United States on February 15 of this year is the product of the combined electric and mechanical engineering forces of those companies and their proven strength and stability are reflected in the excellent performance of this new sound reproducing apparatus.

Edward Auger, Assistant General Sales Manager, RCA Photophone, Inc., recently returned from a coast to coast survey of conditions as they pertained more particularly to the small theatre.

"There is a constantly increasing demand for sound motion picture reproducing equipment, particularly in the small towns," said Mr. Auger to a representative of The Digest. "I found good reason for this demand in my visits to communities that still are endeavoring to satisfy lovers of motion pictures through the medium of the silent film. Small town patronage is being transferred to the nearest community that has sound installation with the result that exhibitors whose theatres have been playing silent pictures are becoming aroused over

the situation and are now engaged in a veritable stampede for sound equipment of high quality."

"And the exhibitor is not alone in his consciousness of this situation. Small town merchants have begun to suffer. They see their customers riding away in their automobiles, ostensibly to enjoy the entertainment provided in some large town which boasts of one or more theatres presenting sound pictures. The merchant knows, however, that those same customers will do considerable shopping in the large city and that he will suffer as a result. In these days of rapid transit by automobile, it is not unusual for the family to drive 30 and sometimes 50 miles to see a picture and in many small communities the conditions have become so critical that merchants are co-operating with the exhibitor in his efforts to procure immediate sound installation."

Mr. Auger expressed the belief that within a year every motion picture theatre in Canada would be wired for sound. He also said that thousands of replacements of inferior sound equipments would be made because exhibitors are discovering that their patrons will not be satisfied with mediocre equipment. He stressed the point that service rendered following the installation of sound equipment had become one of the most important factors in connection with the efficient performance of the delicately constructed projection apparatus. In this connection he added that Electrics, Ltd., would maintain a completely equipped installation and service department with thoroughly trained engineers at all times prepared to render any service exhibitors might require.

In discussing the new small theatre equipment which will be introduced into Canada at a price within the means of the small exhibitor and upon terms that he can easily pay from the resulting increased profits that will come to him, Mr. Auger stressed a number of points of great importance to the exhibitor whose theatre is in the 1,000 seating capacity class and under.

"RCA Photophone, Inc., was the first to introduce a number of important improvements in sound reproducing equipment and all are of primary importance to the

Announcing Our New Time Payment Plan!

Effective at once, we are pleased to offer our Motiograph Sound Projectors with Baldwin Amplification on the following easy weekly payments with low cash payment:

\$1,000.00 Cash with Order.

\$85.00 per Week for 1st Year — \$53.75 per Week for 2nd Year.

This plan, upon completion of payments in two years, provides our Equipment to the Purchaser fully paid for, and belonging entirely to him. The cash payment is necessary for the very good reason that we are not leasing equipment to the Purchaser, which he never owns, we are selling him Equipment outright, of the finest class in the world. The above plan does not include a Service Charge of any kind, other than Free Service for 30 days after installation, but we will supply Service only as and when required at the usual rates per hour, or we will contract to supply Service at so much per weekly call, so much per monthly call, or as you wish it, at very reasonable rates.

"Courtesy With Service"

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

RCA To Campaign Canada

exhibitor who is looking for equipment that will deliver the ultimate in sound to all parts of the theatre," he said.

"RCA Photophone was first to introduce the curved gate, which insures smooth sound reproduction, eliminates scratches, gear and sprocket flutter and stoppage due to buckling of film, the change-over switch for instantaneous change from one projector to another, new caseium photo electric cell which is quick in operation and requires no photo electric cell amplifier mounted on the projector; motor generator operation for small theatre equipment; eliminating all storage batteries and battery charging equipment; the dynamic cone speaker with directional baffle, insuring unsurpassed fidelity of sound reproduction and eliminating storage batteries for loud speaker field excitation and to utilize standard Radiotron tubes."

"We also were first to abandon variable speed control which decreases cost and simplifies operation and insures projection at proper speed. Any exhibitor who has made or is now making a survey or study of sound reproducing equipment will readily recognize the importance of these points."

Theatres in the Dominion already equipped with RCA Photophone sound reproducing apparatus include the following: Delta Theatre, Hamilton, Ont.; Dominion Theatre, Montreal; Outremont Theatre, Montreal; Empress Theatre, Montreal; R-K-O Imperial Theatre, Montreal; Maisonneuve Theatre, Montreal; Cartier Theatre, Montreal; Capitol Theatre, Nanaimo, B.C.; Capitol Theatre, Nelson, B.C.; Keith's Theatre, Ottawa, Ont.; Empire Theatre, Toronto; Hippodrome Theatre, Toronto; Liberty Theatre, Trail, B.C.; Lonsdale Theatre, North Vancouver, B.C.; Orpheum Theatre, Vancouver, B.C.; Victoria Capitol, Vancouver, B.C.; Orpheum Theatre, Winnipeg, Man.; and the Pantages Theatre, Hamilton, Ontario.

Mr. Auger added that an announcement of great importance to exhibitors throughout Canada would be made by RCA Photophone, Inc., within a short time.

Major A. D. Gordon Appointed Censor

(Special to Digest from Winnipeg)

Announcement has been made by the Saskatchewan government of the appointment of Major A. D. Gordon, O.B.E., as chief moving picture censor for Saskatchewan. Major Gordon is an old resident of Prince Albert and has taken an active part in community work.

His appointment is very popular with many friends of all political parties.

Formerly a secretary of the Prince Albert Board of Trade, a position he resigned to go on active service, he was a member of the Board of Trade executive, for eight years, and also on the government board of the Prince Albert club for three years and was a familiar figure at district conferences. He is still on the active list of the Canadian militia and has recently completed 21 years' service.

For eight years he was editor of the Prince Albert Daily Herald. He will arrive in Winnipeg to take over his duties on May 16. Mrs. Gordon will join him later. Two daughters of Major and Mrs. Gordon are resident in Winnipeg, Mrs. Alan Grover MacLeod and Miss Constance E. Gordon, of the Canadian Chautauqua staff.

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Show Business



Following the announcement that no further consideration would be given by the House of Commons at Ottawa to the Rinfret Bill providing for amendments to the Canadian Copyright Act, the news is forthcoming that the Canadian Parliament has shelved the report of the Royal Radio Commission which recommended drastic changes in broadcasting arrangements in the Dominion, because of the early dissolution of Parliament.

The proposed changes to the Copyright Act would have enabled the Performing Rights Society and the American Association of Authors and Composers to impose royalty fees upon all exhibitors in Canada.

Incidentally, announcement has been made of the reorganization of the Canadian Performing Rights Society, Limited, with United States officials in control. Gene Buck, president of the American Association, has become president of the Canadian society; Louis Bernstein, a director of the American body, is the new vice-president, and J. C. Rosenthal, general manager at New York, will be another officer of the Canadian Society, which was formerly entirely British in make-up.

Within two weeks of the hold-up of the assistant manager and cashier of the Lyceum Theatre, Winnipeg, which netted them \$800, methodical burglars cut a hole through the roof of the College Theatre, North Main Street, during the night, and removed the office safe containing \$400. While entrance was effected through the roof, the safe was carried out through an exit door. The burglars left no trace of identity.

During the past month, 30 more theatres in Canada were equipped for the presentation of sound and talking pictures, this being at the rate of one per day. The figures were compiled by the Motion Picture Distributors Association.

All motion picture projection operators in the Province of Ontario have received notification from the Provincial Government that arrangements have been made for the re-examination of all projectionists at an early date. This is being done under the amendment to the Theatres and Kinematographs Act passed at the last session of the Ontario Legislature.

Regardless of experience or present qualifications, all operators will be put through both written and oral examinations and they will be graded according to the results of these tests. Operators will be particularly asked to give a demonstration of their ability to use equipment for the presentation of synchronized pictures.

No intimation has been given as to what action will be taken with those who may fail to pass examinations. License cards have just been issued for the fiscal year starting in May but these can be cancelled under the new regulations. The situation is interesting in view of the fact that there is a shortage of qualified operators since the doubling up of crews for synchronized presentations.

The Capitol Theatre, Montreal, one of the leading local Famous Players houses, is scheduled to close at an early date for extensive renovations. The theatre may be closed for at least a month. Harry Dahn is the manager.

With the enlargement of the Film Exchange Building at 277 Victoria Street, Toronto, the film exchange offices of United Artists and Columbia will move from the Hermant Building, Wilton Square, to the enlarged film centre.

The five RKO vaudeville acts were dropped from the bill of B. F. Keith's Theatre, Ottawa, on May 27, and an exclusive audien picture policy was put into effect for the summer by Manager Joe Franklin, the top admission price being reduced from 60 to 50 cents.

The newspapers of Ottawa, Ontario, declined further advertising from the Embassy Theatre, the local home of dramatic stock, on May 23, and the theatre is not being mentioned in any form in the amusement sections. Recently Manager Oscar O'Shea launched an attack upon the moving picture theatres generally and the newspaper publishers applied their own censorship of advertising copy. All advertising from the theatre has now been turned down.

The College Theatre, one of the Universal Film Corporation's chain in Winnipeg, was the scene of depredations by burglars early Sunday morning, May 18. Cutting a space in the roof of the building, they succeeded in removing the small iron safe which contained \$400, the bulk of three days' receipts, from the office. A smaller building, used as a store adjoins the theatre, and by means of this the burglars climbed to the roof of the theatre. Search was made by police for the stolen safe, but without results.

One week previous, Saturday night, May 10, the Lyceum Theatre, also of the Universal chain, was held up at 10.10 o'clock by three armed men who took from the assistant manager and the cashier \$916. One year previous this theatre was held up and nearly \$2,000 taken in a similar manner. The losses in each case was covered by insurance. The Lyceum is in the centre of Winnipeg's busiest retail business district.

The construction of a \$150,000 theatre on Academy Road, Winnipeg, by Allied Amusements, Limited, has been blocked by the action of residents in petitioning the City Council against the project, claiming that it is a commercial encroachment on the local restricted residential zone.

Single-handed, Manager Joe Franklin of B. F. Keith's Theatre, Ottawa, carried on a campaign of protest against the laxity of civic officials with regard to the boosting of the Canadian Capital as a tourist agency. As a direct result of his activity, the city is placing a number of illuminated signs on the highways and has placed tourist agents at several border points.

Round About the Studios

Metro-Goldwyn-Mayer announces acquisition of screen rights to "Union Station," the Munsey Magazine story by Nan Page.

Announcement of "Reaching For The Moon" as the title of Irving Berlin's first film production for United Artists and confirmation of the report that Bebe Daniels will play the leading role in the picture are made from the offices of Joseph M. Schenck.

One of Tiffany's most interesting musical dramatic features of the season, "Paradise Island," has been completed under the direction of Bert Glennon. Kenneth Harlan, Marceline Day, Paul Hurst, Victor Potel, Will Stanton, Thos. Santschi, Gladden James, Betty Boyd, and others, held principal roles. Will Jason and Val Burton wrote the music. A fictitious island of romance in the South Seas offers the locale, with an interesting variety of characters involved in a dramatic situation.

Nancy Carroll is in New York preparing to begin work on her first talking vehicle in the East. It will be "Laughter," to be directed by Harry D'Arrast from his own original story. Frederic March will play opposite her.

Walter Huston, acclaimed by many as the greatest living American actor, has been signed as a United Artists star. Mr. Huston plays the title role in "Abraham Lincoln."

Jack Eaton, producer of Grantland Rice Sportlights, is now on the Pacific Coast to make a subject at the University of Southern California.

Kathleen Norris' popular story, "The Passion Flower," will serve as William C. DeMille's next production for Metro-Goldwyn-Mayer.

Jimmy Adams and Bud Jamison gave up their vaudeville tour to come back to the screen as singers in Pathe's "The Grand Parade."



Larry Kent, appearing in Tiffany productions.



Lucille Powers, who will play "Claire," the feminine lead in Metro-Goldwyn-Mayer's "Billy, the Kid," directed by King Vidor.

David Newell, who played leading roles in several Paramount productions, including "Darkened Rooms," has been signed by Tiffany for the masculine lead in "Better Than Heaven." This is Adele Buffington's original story which R. William Reill is directing. It is laid in Paris. Anita Louise plays the feminine lead, and Yola D'Avril, one of the screen's most likeable French actresses, plays the second feminine role. Miss D'Avril will play a fascinating French girl whose interest in the romance of the two leading characters causes much of the grief. One of her latest roles is "All Quiet on the Western Front."

So impressed was Jack Romer, cartoonist, with the comedy in Columbia's "Around the Corner," starring Charlie Murray and George Sidney with Joan Peers and Larry Kent, that he created a series of six newspaper comic strips. These have been prepared by Columbia in mat form and are being used by theatres as a newspaper tie-up for the production.

"Hot Curves," Tiffany's musical version of a baseball story, directed by Norman Taurog, has been completed. In the cast are Benny Rubin, John Ince, Mike Donlin, Natalie Moorhead, and others. Earl Snell prepared the screen play, and Violinsky and Harry Tobias the music. Benny Rubin's role is that of a Jewish baseball player, in which he portrays his inimitable character of a Hebrew boy trying to get along in a hard world, similar to the part he had in "Sunny Skies."

"The Lady of Scandal" is the new title of M-G-M's adaptation of Frederick Lonsdale's play, "The High Road." This production stars Ruth Chatterton with Basil Rathbone, Ralph Forbes and Cyril Chadwick in featured roles. Sidney Franklin is the director.

Back in Hollywood after a series of personal appearances in the East, Mitzi Green, Paramount's child actress, has been cast as Clara Bow's sister in the red-haired star's new picture, "Love Among the Millionaires."

Sidney Olcott, one of the outstanding personalities of stage and screen, and the first motion picture director to take a company abroad, has been signed by Columbia to direct "Ladies Must Play." A cast of prominent actresses drawn from stage and screen and a prominent leading man will be engaged for the production which is a clever society drama by Paul Hervey Fox with dialogue and continuity by Dorothy Howell.

Olive Shea, radio queen of 1929, Joey Ray of Earl Carroll's "Vanities," and Billy Taylor, musical comedy player, have the leads in the just completed Vitaphone Varieties two-reel musical comedy of college life, "The Varsity Show." Burnet Hershey wrote the script and Harold Levy and Neville Flesson the music and lyrics. Roy Mack directed.

Konrad Bercovici, noted Roumanian author whom Universal sent to Universal City to write a story for John Boles, has completed it. It is called "The Gypsy Love Song." Bercovici himself provided the music from native gypsy songs with which he is entirely familiar. Lupe Velez and Jeanette Loff will support Boles.

William Powell's next starring vehicle, "For the Defense" has gone into production at the West Coast studios of Paramount under the direction of John Cromwell, who guided the same star through "Street of Chance." Supporting Powell are Kay Francis, John Elliott, William Davidson, Thomas E. Jackson, Scott Kolk, Harry Walker, James Finlayson, Charles West, Charles Sullivan, Ernie Adams and Bert Marburgh.

Grantland Rice appears personally in his latest Pathe Sportlight, "Fairway Favorites."

Fred Niblo is on location with William Haines, filming "Easy Going," an original Western comedy by Byron Morgan and Alfred Block. Leila Hyams is the leading lady and the supporting cast includes Cliff ("Ukelele Ike") Charles B. Middleton, Polly Moran and Vera Marsh.



Grady Sutton, a newcomer to the Hal Roach Metro-Goldwyn-Mayer lot.

WHAT CAUSED the SLUMP in theatre attendance that has been experienced in Canada during the past few weeks? Was it the general business depression, the wearing off of the novelty of talking pictures or was it the quality of the feature pictures that were offered?

No exhibitor who has been using Metro - Goldwyn - Mayer or Pathe Feature Pictures will attribute the slump to the latter cause. Both these companies established new records for producing consistently good pictures one after another.

Instead of the novelty of talking pictures wearing off those in close touch with the situation are unanimous in saying that interest in the "talkies" is as great now as ever. In fact, with the great improvement in recording and reproduction systems many are of the belief that interest in talking pictures is greater than ever. Many theatres have thrown out makeshift sound systems and installed systems of the best types.

THE SLUMP WAS CAUSED by general business conditions--conditions which now give every indication of having done its worst--conditions which already show signs of improvement. But people are slow to again begin spending after having passed through a period of hard times.

Such being the case, it behooves exhibitors to give greater thought to their bookings this year than ever before. Be sure you book features and short subjects that will have pulling power at the box office. Book them from companies whose past performance is a guarantee to you of dependable product.

In a short time Regal Films Ltd. will announce the 1930-31 product of Metro-Goldwyn-Mayer and of Pathe. Those who have used these companies products during the present season know how thorough-dependable they were. Don't sign a contract for a single picture until you have seen what Regal will offer.

**Don't
Sign a
Contract
for Next
Season
Until
You Look
Into
This!**

A WHIZ BANG!

*Pathe's Picture of Circus
Life Wins High Praise*



Swing High

with

HELEN TWELVETREES,
FRED SCOTT, DOROTHY
BURGESS, and Chester
Conklin - Ben Turpin - Nick
Stuart - Robert Edeson -
Stepin Fetchit - Dahpne
Pollard - Sally Starr - John
Sheehan - Mickey Bennett -
George Fawcett - Little Bil-
ly - Bryant Washburn
and William Langan.

Directed by
JOSEPH SANTLEY

Produced by
E. B. DERR

*Swing High is
a Whiz Bang!*

BY

ARTHUR JAMES

In Daily Review and Motion Pictures Today.

NOT very long ago we predicted good pictures for the new season and we took care to indicate that they would not all come from one company or one group. It is, therefore, with the highest satisfaction that we call attention this morning to "Swing High," Pathe's dramatic musical and all talking circus production with some 18 stars in the cast and with an appeal of the most absorbing entertainment for the masses and the classes everywhere that we have encountered this season.

WITH an old fashioned durable melodramatic plot, with circus atmosphere, circus color, with music of the engaging circus type, with panoply and palpitating performance — you see, we are already in the circus—"Swing High" swings along.

THERE is enough of comedy, there is splendid melodrama, tense, exciting and absorbing, and "Swing High" is our notion of a big bang-up box-office satisfier. And—it's good for children from six to sixty, something the picture business needs badly, right now.

PATHE makes good on the prophet's prediction and you can spell the word prophet either way.

PATHE

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